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JUN 21 2006

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-41 (GP-099-00-US)

Appl. No.: 10/750,451

Applicants: Ross KONINGSTEIN et al.

Filed: December 31, 2003

Title: SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR
ADVERTISEMENTS

TC/A.U.: 3622

Examiner: Michael Bekerman

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed on February 21, 2006 (Paper No. 02072006), which set a period for response to expire on May 21, 2006, that period being extended one (1) month to expire on June 21, 2006, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 22 of this paper.